

C E N E C A

PAGE MILL™



The Easiest Way to
Create Pages for the
World Wide Web

BENEFITS

Much higher productivity
than editing HTML¹ directly.

Easy and intuitive to use.

Always outputs error-free
HTML.

Everything you need to
create Web pages integrat-
ed into one program.

FEATURES

Edit Web pages directly,
without ever seeing HTML.

Test pages with integrated
preview browser

Create links without typing
URLs² or pathnames.

Insert and manipulate images
within the same program

Drag and drop form creation.

Keep frequently used
elements in a multipage
pasteboard.

THE CHALLENGE

Browsing Web pages is fun and easy—that's why the Web is so popular. Until now, creating these pages has been tedious and error-prone. It required knowledge of the Web's internal language (HTML), addressing schemes (URL) and a suite of converters and utility programs.

Using text editors to create Web pages was like going back to the stone ages of word processing; Word-processor add-on tools are complicated to use, require external browsers to preview pages and do not offer all the Web features needed. It should not be that tedious.

Creating Web pages should be as fun and easy as browsing through them.

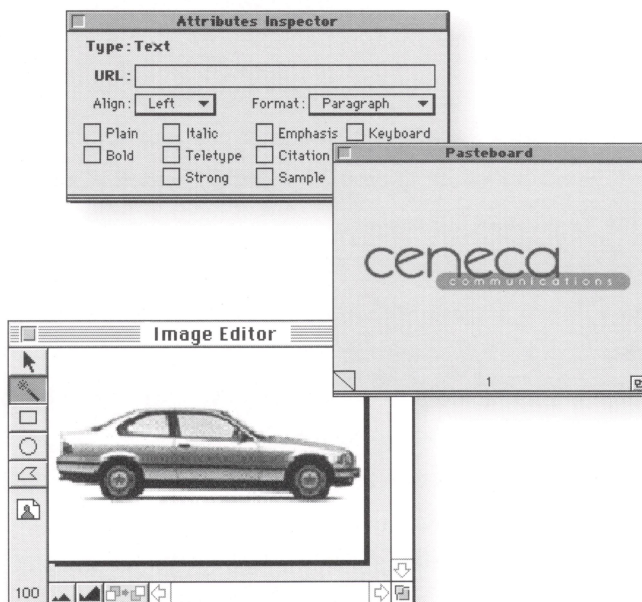
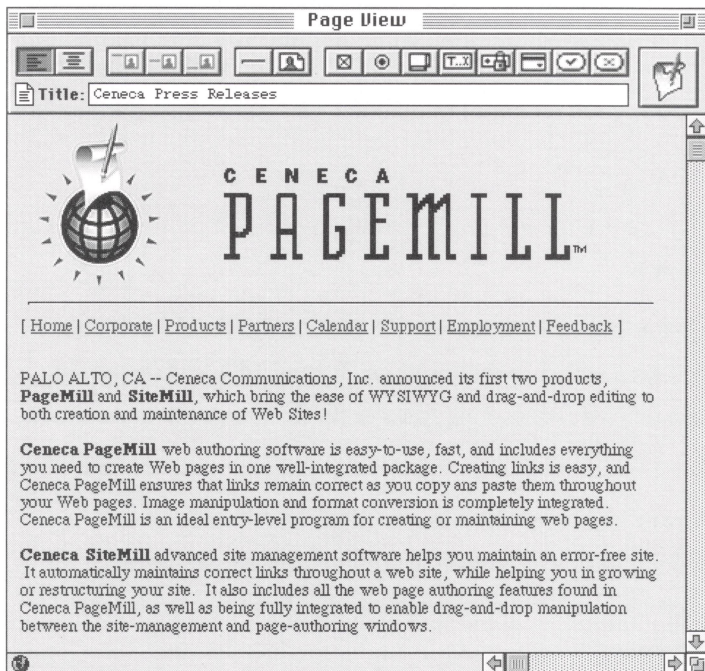
THE PRODUCT

Ceneca PageMill™ Web Authoring Software was specifically designed to address the needs of non-technical people who want to create or maintain content on the Web. Ceneca PageMill is easy to use, fast, and includes everything you need to create Web pages in one well-integrated package. You write your pages in what looks and feels like a normal word processor—only this one knows about the Web. Your pages show up exactly as they would in a Web browser. You can apply styles, place and resize images, drag & drop parts of your document elsewhere. But you will not make mistakes. Ceneca PageMill reads your existing Web pages—even correct errors in them—and produces output that works with any Web server and any Web browser. Creating links is easy, and Ceneca PageMill ensures the links remain correct as you copy and paste them throughout your Web pages. The built-in browser mode even lets you test your pages without leaving the program.

THE UPGRADE

Ceneca PageMill is an ideal entry-level program to create or maintain Web pages. Users can always upgrade to Ceneca SiteMill™ which additionally offers extensive facilities to maintain large websites and ensure their error free operation by managing link integrity across pages. Please review our separate data sheet for Ceneca SiteMill or visit us at <http://www.ceneca.com/Products/SiteMill.html>

The Easiest Way to
Create Pages for the
World Wide Web



For more information,
visit our Web site at
<http://www.ceneca.com>
or call 415-842-6810.

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C E N E C A
P A G E M I L L

PAGE VIEW

WYSIWYG page editing: no HTML codes visible or necessary. You can apply bold, italic etc. just like in a word processor—and you can only apply styles that are available in HTML. Pages look like in a browser, except the contents are editable.

When pasting links, never worry about relative pathnames or parent directories—pasted links will always be right.

Integrated preview browser means only one program needed for authoring and testing pages.

Integrated image handling: Insert, paste images or drag them from the scrapbook or Finder. Automatically converts from PICT to GIF format. No extra utilities needed.

Integrated forms creation: WYSIWYG forms creation means text boxes, pop-up menus, checkboxes, submit, cancel and radio buttons can be placed and edited interactively, without complicated dialog boxes.

ATTRIBUTE INSPECTOR

In addition to interactive mouse control in the page view, the attribute inspector allows precise numeric control over image size and all other attributes of text and embedded elements like form controls and horizontal rules. You can also enter URLs manually this way.

PASTEBOARD

The multi-page pasteboard lets you drag and drop frequently used page elements like images, copyright notices, navigation bars with several links etc.

IMAGE EDITOR

The image editor lets you specify whether the image is supposed to be transparent and saved as interlaced GIF. It also allows interactive creation of image maps, which can transport users to other pages when they click on different parts of an image.

Images automatically have the correct height and width attributes specified in the page, which allows browser to display the page much faster.

SYSTEM REQUIREMENTS

Macintosh running System 7 or higher with at
least 3 MB of free memory and color display.



Mac OS

1 HTML = Hypertext Markup Language, the language used to represent Web pages
2 URL = Uniform Resource Locator, the addressing scheme used to specify a link to a page



Advanced Web
Page Authoring and
Site Management

BENEFITS

Automatically maintains correct links throughout a web site.

Provides an overview of all resources (pages, images, etc.) in a web site.

Allows easy navigation of all links to and from a resource.

Makes link creation as easy as drag & drop, without typing URLs¹.

Includes all powerful page editing features found in Ceneca PageMill™.

FEATURES

SITE VIEW displays all resources, page titles, and folders.

Shows warnings for unreachable or unused resources.

Automatically fixes all links throughout the site when files or folders are renamed, moved between folders, or deleted.

Enables link creation by simply dropping a resource from the site view into a page.

ERROR VIEW displays all bad links, and allows one-step correction.

EXTERNALS VIEW displays all references to external websites, and allows easy global renaming of external links.

WEB SITE MANAGEMENT

Unlike printed materials, the Web is a very dynamic medium. The links that make the Web so powerful are also very easy to break.

- *Renaming a page or image file breaks links. All other pages referring to that page or image refer to the original, not the modified filename.*
- *Restructuring a web site, such as moving files into subfolders, breaks links.*
- *Deleting files that are still in use breaks links. It is difficult to determine which files are not in use and could therefore be safely discarded.*
- *Links to external web sites can break easily when somebody moves a server to a new location or renames a page.*

In all these cases, users of a site try to click on a link and get an annoying "Error 404 - Not found" message—they find a "bug" in your site.

The bottom line is that maintaining web sites manually is very difficult.

THE PRODUCT

Ceneca SiteMill™ Site Management Software solves all these problems. Using Ceneca SiteMill, a site always has correct links. Whenever you paste a link, rename a file, move it around between folders, or delete it, the program **automatically fixes up all links** to point to the correct location. A task that would literally take hours for a larger site is completed in seconds, and without any user intervention. There is no other tool that lets you do this so easily.

In addition, Ceneca SiteMill **reads existing web sites** and automatically **finds and summarizes errors** in them. It is then a one-step procedure to fix these errors. After that, your site remains error free from then on.

Ceneca SiteMill also includes all the **web page authoring features** found in Ceneca PageMill, such as what you see is what you get (WYSIWYG) **web page editing** and integrated **image manipulation and format conversion**.

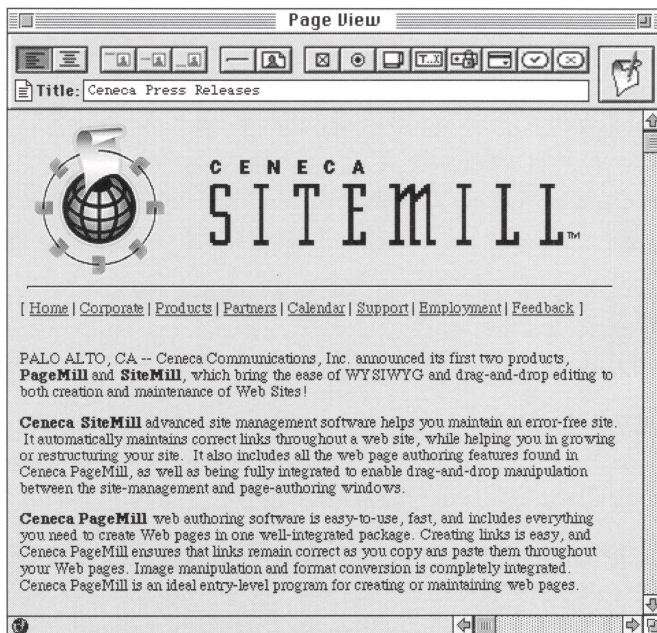
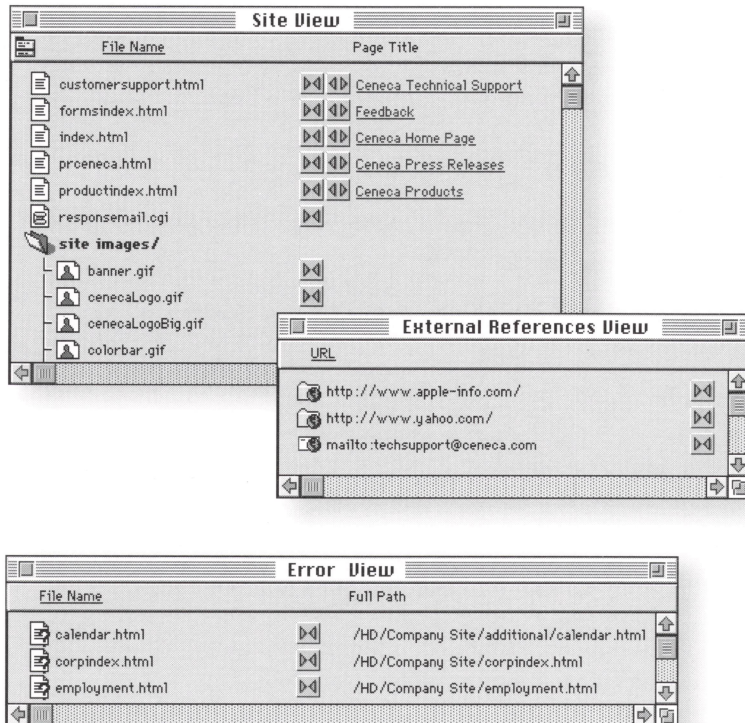
Integration between the **site view and page editing views** allows new links to be created by just dragging a file or image icon from the site view into the page view. You do not have to know about URL or page pathname syntax, nor type in any filenames. And **links are automatically correct**.

Ceneca SiteMill is one of a series of ground-breaking applications from Ceneca Communications specifically engineered to make Web publishing productive, **powerful and easy**.

Advanced Web

Page Authoring and

Site Management



CENECA SITE MILL

SITE VIEW

The site view displays all resources of a site at a glance: pages, images, directories, scripts and other files. Pages and images can be opened for editing by double clicking them. Resources can be renamed, deleted and moved between folders—and links will automatically be fixed up. Each resource has pop-up menus for inbound and outbound links for easy site navigation. The site view warns of unreachable or unused resources. Images can be dragged directly into page views. And to create links, just drag a page icon from the site view into a page view.

EXTERNAL REFERENCES VIEW

SiteMill conveniently collects all links to pages outside your site in a single view. It makes updating external references all across your site very easy. References can also be dragged from the external view into any page to create a link to that external site.

ERROR VIEW

Useful for doing one-time fixup of manually created sites. Collects all dangling links and allows one-step correction—just drag the correct file over the error and all incorrect references will be fixed.

PAGE VIEW

- WYSIWYG page editing
- Integrated preview browser
- Integrated image handling, format conversion
- Integrated forms creation
- Multi-page pasteboard for frequently used page elements
- Attribute inspector for precise attribute control

For more information,

visit our Web site at

<http://www.ceneca.com>

or call 415-842-6810.

SYSTEM REQUIREMENTS

Macintosh running System 7 or higher with at least 3 MB of free memory and color display.



ceneca
communications



Adobe® PageMill™

BONUS CD
includes free images,
sample Web sites,
utilities, and more!



The easiest way to create pages for the World Wide Web

In the past, you practically had to be a programmer to create pages for the World Wide Web. But now, whether you're a small-business or home user, graphic designer, manager, or Web-master, with Adobe PageMill software you can do it yourself—quickly and easily!

That's because PageMill makes building Web pages simple and fun. You don't have to know a thing about HTML (Hypertext Markup Language), tags, URLs (Uniform Resource Locators), or any of the other Internet protocols that have made composing Web pages so daunting. Now, creating colorful, dynamic pages is as easy as using your favorite graphics application or word processor!

Feel right at home.

With PageMill software, you build your home pages in a completely familiar, drag-and-drop environment. First, type in your text or import it from standard office applications. Then, bring in images from your favorite graphics programs—or from any source, for that matter. PageMill automatically converts PICT files to GIF and JPEG, the image formats of the Web.

Next, resize your images easily, and align your text any way you want, including flowing it around the images. Want to make a sentence italic? Bold? Larger or smaller? Click—it's that simple. Of course, you can also add rules, background images, colors, and more, just as easily.

To create a link to another page, you simply select the text or image you want to link, and then drag the icon for the destination page back onto the selection. They link instantly! You'll also find familiar features such as a spelling checker and a Find-and-Replace tool that works not only for text, but for image files and links as well.

Add richness to your pages.

PageMill software even gives you elegant and powerful support to extend HTML. You can quickly add frames to your Web page, for example, and then add a table, laying it out with the WYSIWYG editor. You can even cut and paste a table directly from your spreadsheet!

But that's not all. PageMill lets you place and preview QuickTime®, Shockwave™, animated GIF, Adobe Portable Document Format (PDF), and other popular files, too. Add form elements such as text fields and buttons. And create client- or server-side image maps, or linked hot spots, and make your images transparent or interlaced with a click of the mouse. There's even an integrated source-code editor that offers color-coded, drag-and-drop access for adding your own HTML.

When you're through, your Adobe PageMill output works with popular Web servers and browsers.

key features

Tables

- Create tables easily; import Microsoft® Excel tables.
- Insert tables within tables.
- Join or split cells.
- Insert or delete rows and columns.
- Drag and drop cells directly to form new tables.
- Specify alignment, border, width, spacing, and padding.
- Include header and caption cells.
- Specify dimensions as percents or pixels.
- Give table backgrounds different colors.

Frames

- Create and preview frames in a simple, WYSIWYG environment—just drag and drop content.
- Use Frame menu to quickly and easily set link destinations.
- Use direct commands without going through dialog boxes.
- Create and preview multiple frames with their contents on a page.

Formatting

- Import and open text directly from popular word processors.
- Control text size and color easily.
- Align text right and left, and wrap it around graphics.
- Right-align paragraphs.
- Check spelling with built-in, customizable dictionary.
- Drag and drop elements into the Find-and-Replace dialog box (text, links, case sensitive, images).

Graphics and content support

- Place and preview animated GIF files.
- Use Netscape™ plug-ins (PDF, QuickTime, Shockwave) to place and preview multimedia elements.
- Drag links directly from Netscape Navigator.™
- Drag and drop Java™ applets onto a page.
- Use improved PICT dithering.
- Play sound files directly.

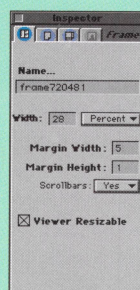
User interface

- Access common functions (formatting, colors, tables, forms) on button bar.
- Open sections within Preferences window.
- Save time with auto entry of common URL address elements.
- Bring up destination page in same window.
- Use Go Back, Forward, and Home buttons.
- Directly access any visited page via Page Stack pop-up menu.
- Open destination page in new window by clicking and holding a link.

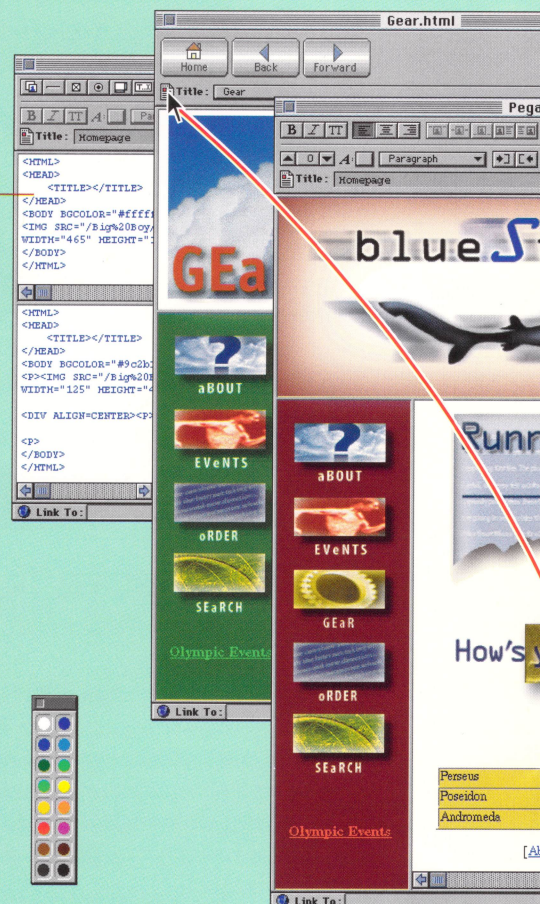
Advanced capabilities

- Create client- or server-side image maps.
- Switch views between WYSIWYG and HTML source code.
- Drag and drop into the HTML source-code view.

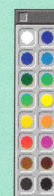
The integrated source-code editor lets you add and format HTML text.



Quickly add frames to a Web page simply by clicking and dragging them open. Then use the Inspector window to change preferences.



Use the Color Panel to select RGB colors for backgrounds, borders, links, text, and other page elements.



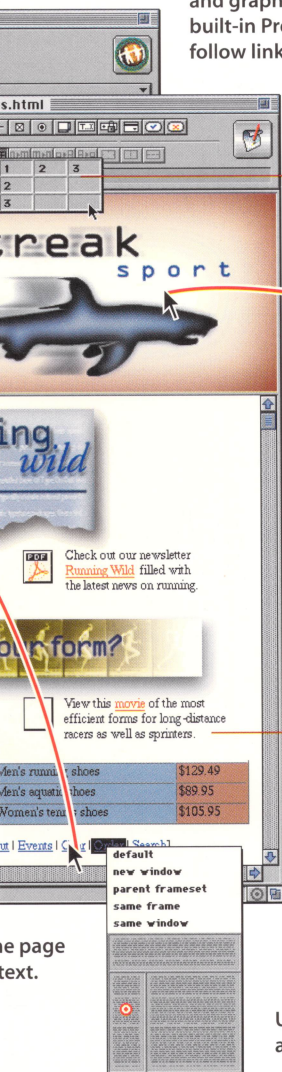
To create a link, drag the icon over the selected

- Find and replace text, links, objects, or source code.
- Insert margin and paragraph breaks.
- Apply hidden fields to forms.
- Insert "placeholders"—elements allowing you to place literally any text, code, or image on your page.

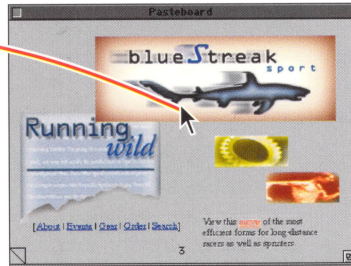
The total Web processing solution from Adobe

Adobe PageMill software is just one part of Adobe's integrated family of solutions for creating and maintaining pages on the World Wide Web. Adobe Photoshop® and Adobe PhotoDeluxe™ software enable you to create and edit images for your Web pages. With Adobe Acrobat® software, you can build PDF files that give you even greater flexibility and control over the design of your pages. And Adobe SiteMill™ software allows you to manage an entire Web site—regardless of how large or complex—with the same drag-and-drop ease of use as PageMill. No matter what your requirements, the Adobe Internet solution meets all of your Web publishing needs.

The Page view lets you edit text and graphics directly, while the built-in Preview mode lets you follow links.



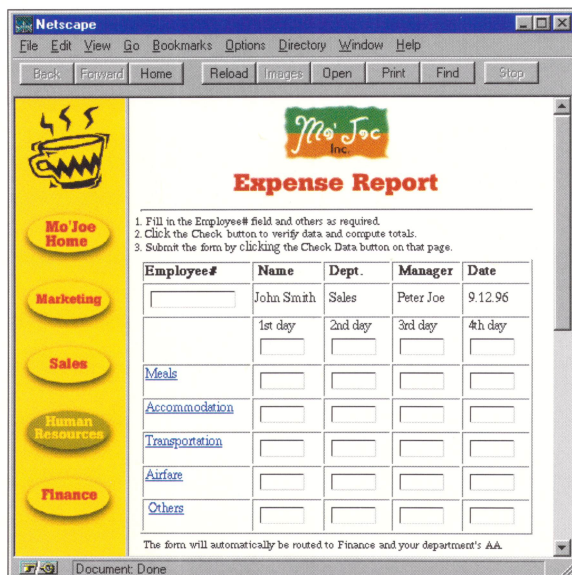
Use tables to present information clearly and to format pages easily.



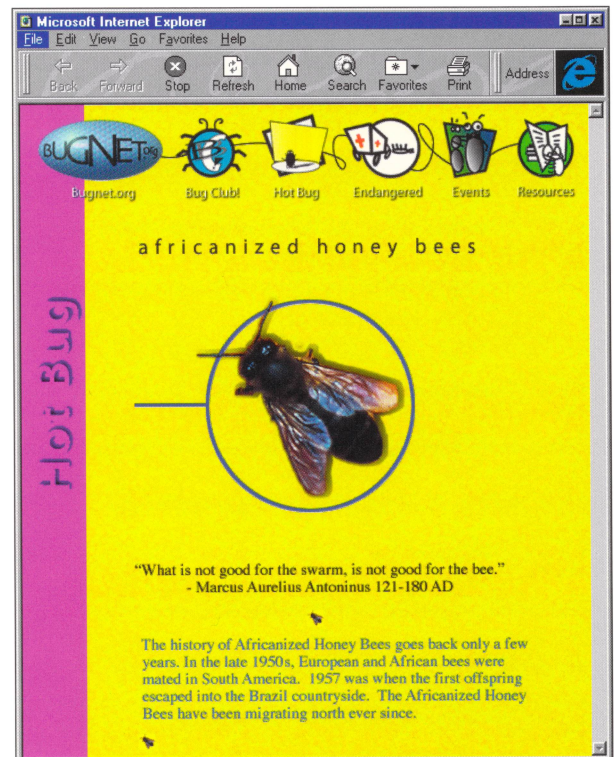
The multipage Pasteboard serves as a library to hold your frequently used text, graphics, form elements, and links.

Embed sound, QuickTime movies, Shockwave files, animated GIF files, and PDF files using simple drag-and-drop actions.

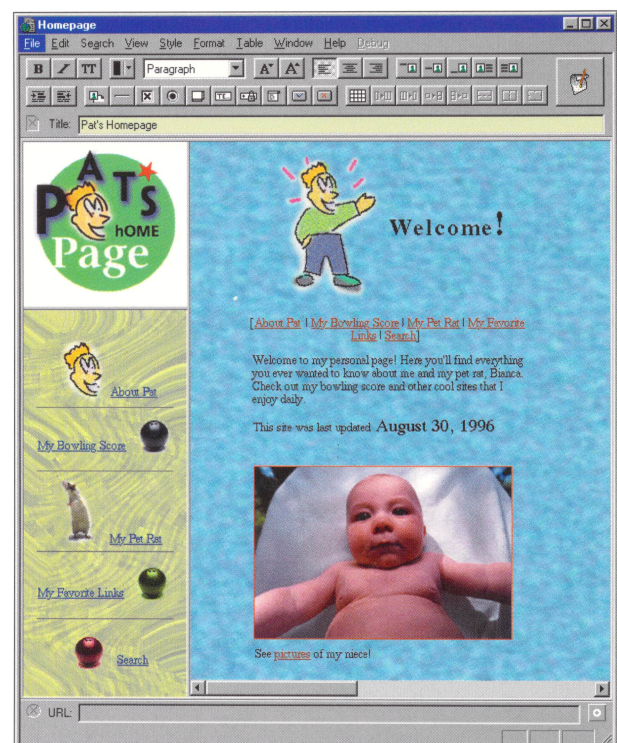
Use the Frame menu to quickly and easily set link destinations.



For internal Web sites, PageMill lets you use tables, forms, and other tools to improve communication and make everyone more productive.



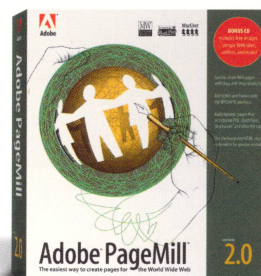
To grab your customers' attention on the Internet, use PageMill to add frames, image maps, sound, and motion to your Web site.



For your personal home page, PageMill offers a drag-and-drop simplicity that even a novice user can quickly master.

contents

- Adobe PageMill software
- User guide
- Bonus CD-ROM containing:
 - More than 1,000 ready-to-use images
 - Dozens of sample Web sites
 - Sounds, Java applets, QuickTime movies, and Shockwave applications
 - Magellan Geographix maps
 - Virtus® 3-D Website Builder
 - Symantec™ Cafe™ Lite for creating and playing Java applets
 - Advanced Web tools, including a demo version of the WebSTAR™ server
 - Trial versions of dozens more Web utilities
 - Adobe Acrobat Reader



Suggested retail price
\$149 (U.S. and Canada)

system requirements

Macintosh

- Any Macintosh computer with a 68020 or greater processor, including Power Macintosh®
- Apple® System Software version 7.1 or later
- 8 MB of RAM
- 4 MB of RAM available to PageMill
- 10 MB available hard-disk space
- Color monitor

Windows

- Any 80486 or greater processor
- Microsoft Windows 95 or Windows NT® 3.51 or later
- 8 MB of RAM for Windows 95
- 16 MB of RAM for Windows NT
- 10 MB available hard-disk space
- VGA or higher-resolution monitor

About Adobe Systems

Founded in 1982, Adobe is the world's third-largest personal computer software company. We develop and support products to help you express and use information in more imaginative and meaningful ways. Whether you want to communicate through print or electronic media—including the Internet—there's an Adobe product that's right for you.

Free demo version

Adobe PageMill software gives you everything you need to establish a presence on the World Wide Web. If you'd like to download a demonstration version of the software, simply visit the Adobe PageMill site on the World Wide Web at <http://www.adobe.com/prodindex/pagemill/main.html>. We'll show you just how easy designing Web pages can be.

For More Information

In the U.S. and Canada, call **800-411-8657** or contact your local Adobe Authorized Reseller.

In other countries, please contact the nearest Adobe distributor or representative. To receive a list of international Adobe distributors by fax, call our automated FaxYI fax-response system at **206-628-5737** and request document 499950.

For a comprehensive list of features and information about other Adobe products, including Acrobat, see the Adobe home page at <http://www.adobe.com> on the World Wide Web.



Adobe

*If you can **dream** it, you can **do** it.**

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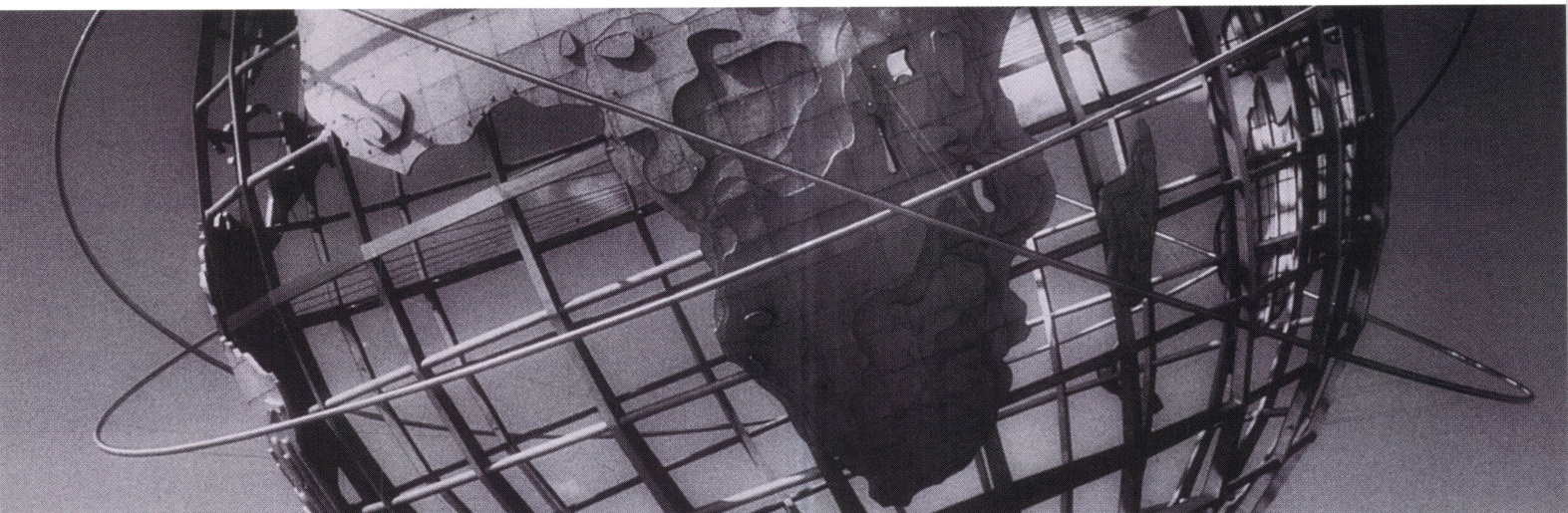
World Wide Web <http://www.adobe.com>

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Adobe SiteMill™



The easiest way to manage your Web site

You found, and manually changed, all 43 links that pointed to a file you just moved. But wait—weren't there 44 files linking to it?

You just posted an important promotional activity to your home page. Why aren't people responding?

You know there are broken links in your Web site. But how do you find them? And fix them?

The answers are simple. You turn to Adobe SiteMill software.

Keep your links intact.

Maintaining links between pages is one of the most difficult chores in Web site management. Because every page is linked to others, adding, deleting, rearranging, or otherwise modifying pages can cause a link to break. But with Adobe SiteMill software, identifying and repairing broken links is remarkably simple. The program checks for incorrect links within your site automatically, and then allows you to fix them quickly and accurately, using familiar drag-and-drop actions. All of which means that you can manage your Web site more easily and efficiently than ever before.

Easy does it.

With Adobe SiteMill, you don't have to know complicated protocols such as URL link addressing schemes or page pathname syntax. Instead, you use the same drag-and-drop metaphor to accomplish virtually all of your site maintenance tasks.

In the program's Site view for example, you see at a glance all the resources within your site. Adobe SiteMill presents a structure of your Web site that displays your pages with pop-up menus of the links to and from each file. From here, you can open pages and images simply by double-clicking. Or rename and move resources among folders, with links updated automatically! Or even create links by simply dragging a page icon from the Site view window into a Page view window. It's that easy.

Make your own Web pages.

Adobe SiteMill software also contains all the page editing functionality of popular Adobe PageMill™ software. That means you can build Web pages in a remarkably intuitive way. You work in a completely WYSIWYG environment that lets you edit text and manipulate images quickly and easily, applying text styles and form elements, color, formats, and more. You can also easily create links and image maps.

Adobe SiteMill allows you to assign formats to your paragraphs, which makes controlling their appearance much more straightforward. When you paste artwork from an image editing program such as Adobe Photoshop® or Adobe PhotoDeluxe™, SiteMill automatically converts it into the correct format for the Web. The result is that you can create colorful, dynamic Web pages without having to learn complicated technical procedures.

key features

Web Site Management

- View entire Web sites; show all resources, including pages, images, and folders.
- Link pages and files—including to Adobe PDF files—with drag-and-drop simplicity.
- Repair links automatically when files are renamed or moved to new locations.
- Automatically identify and easily correct broken links.
- Spot files not currently linked.
- Manage links to external sites and easily perform global renaming.

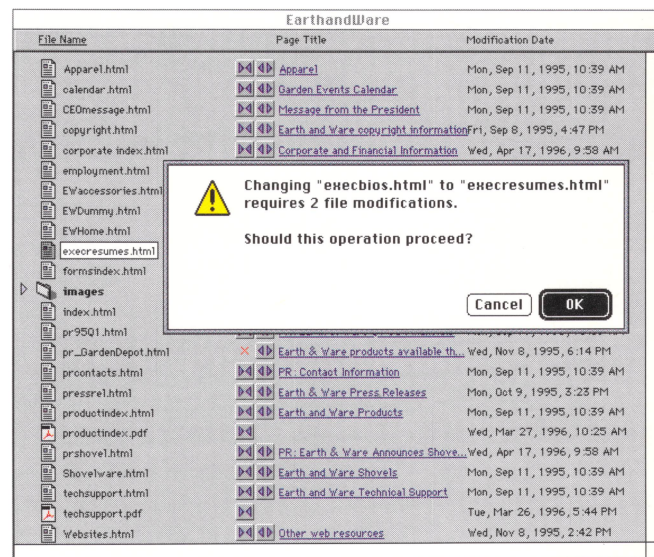
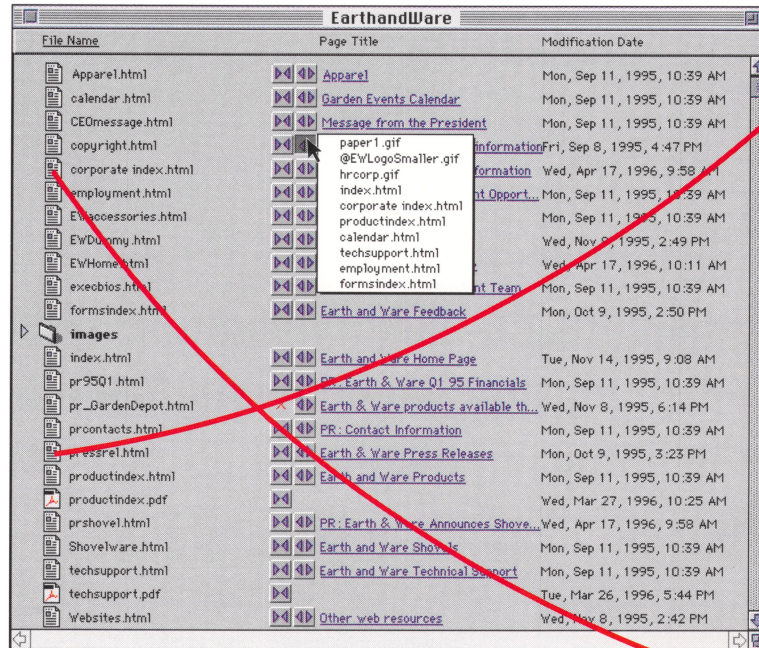
Web Page Editing

- Edit pages in WYSIWYG (what you see is what you get) format.
- Test links and page actions with the Integrated Preview mode.
- Create links without typing URLs or pathnames.
- Choose from a collection of included graphics images.
- Easily insert and manipulate images.
- Create forms by dragging and dropping elements such as radio buttons, text fields, checkboxes, and pop-up menus.
- Keep frequently used elements in a multipage pasteboard.
- Cut and paste links and images from popular Web browsers.
- Quickly create bulleted or numbered lists.
- Directly import GIF and JPEG images.
- Convert PICT to GIF on the fly.
- Use familiar drag-and-drop actions.
- Easily set text and page colors; add background images.
- Easily create image maps by defining hot spots and adding links.

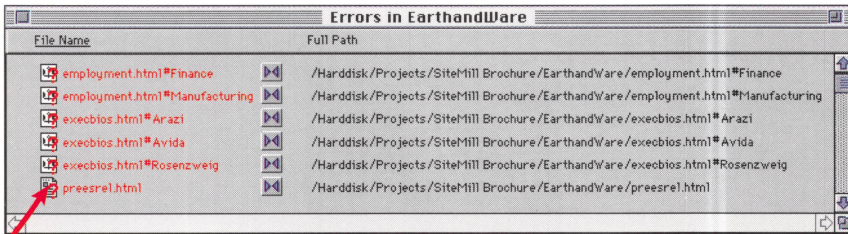
The total Web publishing solution from Adobe

Adobe SiteMill software is just one part of Adobe's integrated family of solutions for creating and maintaining pages on the World Wide Web. Adobe Photoshop and Adobe PhotoDeluxe software enable you to create and edit images for your Web pages. With Adobe Acrobat® software, you can build Adobe Portable Document Format (PDF) files that give you even greater flexibility and control over the design of your pages. And for those who don't require all the functionality of SiteMill, Adobe PageMill software allows you to edit your Web pages in a completely WYSIWYG environment, with the same drag-and-drop ease of use. No matter what your requirements, the Adobe Internet solution meets all of your Web publishing needs.

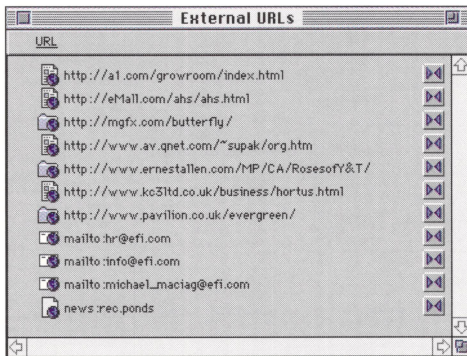
The Site view displays all resources at a glance, including Adobe PDF files. Open HTML pages and images by double-clicking. Easily create links by dragging a page icon from the Site view window into a Page view window. View all links to and from each file on your Web site.



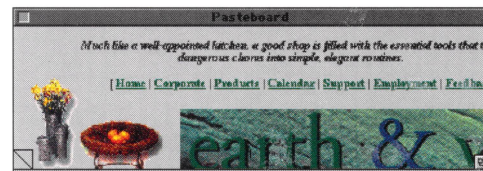
Rename or move resources between folders—links are automatically updated!



The Error view shows all broken links and enables you to perform one-step corrections—just drag the correct file over the error, and SiteMill automatically fixes all incorrect references!



With the External References view, you can see and change all links to pages outside your Web site. A single change here will be instantly replicated throughout multiple references within your site. Want to create a link? Just drag a reference from the External References view to any page.



The Page view gives you all the page editing simplicity of Adobe PageMill: WYSIWYG editing; the Integrated Preview Mode; integrated forms creation, image handling, and image format conversion; a multipage pasteboard for frequently used page elements; and an attribute inspector for precise attribute control. Create links easily by dragging page icons onto selected text or images.

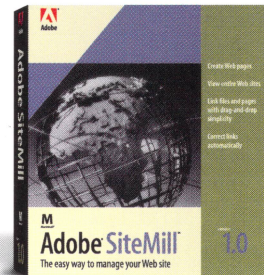
system requirements

Minimum

- Macintosh computer with 68020 or greater processor, including Power Macintosh®
- Apple® System Software version 7.1 or later
- 16-level grayscale monitor
- 3 MB of application RAM for Macintosh 68020–68040
- 4.5 MB of application RAM for Power Macintosh
- Hard disk with at least 3.5 MB available disk space

Recommended

- Macintosh computer with 68040 processor or Power Macintosh
- Apple System Software version 7.5 or later for full drag-and-drop functionality
- 6 MB of application RAM
- Color monitor



Suggested Retail Price

Adobe SiteMill: \$595 (U.S. and Canada)

Adobe PageMill-to-Adobe SiteMill upgrade:
\$299 (U.S. and Canada)

For More Information

In the U.S. and Canada, call 800-411-8657 or contact your local Adobe Authorized Reseller. In other countries, please contact the nearest Adobe distributor or representative. To receive a list of international Adobe distributors by fax, call our automated FaxVI system at 206-628-5737 and request Document 499950.

For a comprehensive list of features and information about other Adobe products, see the Adobe home page at <http://www.adobe.com> on the World Wide Web.

About Adobe Systems

Founded in 1982, Adobe is the world's third-largest personal computer software company. We develop and support products to help you express and use information in more imaginative and meaningful ways. Whether you want to communicate through print or electronic media—including the Internet—there's an Adobe product that's right for you.



Adobe

*If you can **dream** it, you can **do** it.™*

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